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PATENT
Attorney Docket No.: 15358-006000US
Client Reference No.: ID-RSV-229

On January 11, 2006

TOWNSEND and TOWNSEND and CREW LLP

By: Christa Norumac



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING
INFORMATION TO USERS

Examiner: Leslie Wong

Art Unit: 2164

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER 37
CFR §1.97 and §1.98

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Sir:

The references cited on the attached PTO/SB/08A and PTO/SB/08B forms are being called to the attention of the Examiner. In accordance with 37 CFR §1.98(d), copies of the non US Patent references can be found in Application No. 09/636,039, filed August 9, 2000 (Attorney Docket No. 015358-004240US), with the exception of references AF and AG, copies of which are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

01/17/2006 FFANAI2 0000053 201430 09905036

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As provided for by 37 CFR 1.97(g) and (h), no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information, and no inference should be made that the information and references cited are, or are considered to be material to patentability because they are in this statement. No inference should be made that the information and references cited are prior art merely because they are in this statement.

This IDS is being filed before the mailing date of the Final Office Action or Notice of Allowance. Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,

S. B. Kotwal

Sujit B. Kotwal
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Substitute for form 1449A/PTO

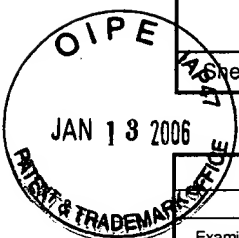
**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	09/905,036
Filing Date	July 12, 2001
First Named Inventor	Hull, Jonathan J.
Art Unit	2164
Examiner Name	Leslie Wong
Attorney Docket Number	015358-006000US

**U.S. PATENT DOCUMENTS+**

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (if known)			
	AA	US-6,804,659	10-12-2004	Graham et al.	
	AB	US-5,546,502	08-13-1996	Hart et al.	
	AC	US-2004/0059708 A1	03-25-2004	Dean et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
	AD	JP	08-255163		10-01-1996			abst. only
	AE	JP	02-001057		01-05-1990			abst. only
	AF	JP	06-203024		07-22-1994			abst. only

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STATEMENT BY APPLICANT**

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Sheet

2

of

2

Complete if Known

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First Named Inventor	Hull, Jonathan J.
Art Unit	2164
Examiner Name	Leslie Wong
Attorney Docket Number	015358-006000US

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	AG	"Google Advertising Programs, For Advertisers: Google AdWords; For Web Publishers: Google AdSense," downloaded from http://www.google.com/intl/en/ads/index.html on 9/8/05.	
	AH	HART, PETER E., AND GRAHAM, JAMEY, Query-Free Information Retrieval, Oct. 1997, IEEE Cooperative Information Systems, (pp. 32-37)	

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